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PATENT

3622

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****IN RE APPLICATION OF:** LEANDROS KONTOGOURIS**SERIAL NO.:** 09/742,438**FILED:** December 22, 2000**FOR:** ADVERTISING SYSTEM AND METHOD WHICH PROVIDES ADVERTISERS WITH AN ACCURATE WAY OF MEASURING RESPONSE, AND BANNER ADVERTISEMENT THEREFOR**GROUP ART UNIT:** 3622**EXAMINER:** A. Duran**ATTY. REFERENCE:** KONT3001/BEU**COMMISSIONER OF PATENTS****P.O. Box 1450****Alexandria, VA 22313-1450***Sir:*

The below identified communication(s) or document(s) is(are) submitted in the above application or proceeding:

<input type="checkbox"/> Declaration	<input type="checkbox"/> Issue Fee
<input type="checkbox"/> Priority Document	<input type="checkbox"/> Check
<input type="checkbox"/> Formal Drawings	<input type="checkbox"/> Application Data Sheet
<input checked="" type="checkbox"/> Response to Notice of Non-Compliant Amendment	

Please debit or credit **Deposit Account Number 02-0200** for any deficiency or surplus in connection with this communication. A duplicate copy of this sheet is provided for use by the Deposit Account Branch.

Small Entity Status is claimed.

23364  
Customer Number

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DATE: June 19, 2008

*Respectfully submitted,*  
\_\_\_\_\_  
Benjamin E. Urcia  
*Attorney for Applicant*  
Registration Number: 33,805



PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In re U.S. Patent Application of:** )      **Group Art Unit:** 3622  
    )  
**Leandros KONTOGOURIS**          )      **Examiner:** A. Duran  
    )  
**Serial Number: 09/742,438**       )      **Attorney Docket:** KONT3001beu  
    )  
**Filed: December 22, 2000**         )      **Confirmation No.:** 8890

**For: Advertising System And Method Which Provides Advertisers With An Accurate Way Of Measuring Response, And Banner Advertisement Therefor**

**RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT**

Honorable Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the Notice of Non-Compliance dated May 19, 2008.

A complete listing of the Claims, in which amendment of claims 1 and 32 and cancellation of claims 40-49 is indicated, begin on page 2 of this response.

Remarks begin on page 8.